

## **VACANCY ANNOUNCEMENT # 14/05/36-A**

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### **INFORMATION SPECIALIST (New Media/WEB PAGE) FSN-10 (OR); FP-5 (NOR)**

**From:** Human Resources Office  
**Open to:** All interested candidates  
**Opening Date:** November 17, 2014  
**Closing Date:** December 1, 2014  
**Work Hours:** Full-time – 40 hours per week  
**Desired Start Date:** December 29, 2014

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ALL ORDINARILY RESIDENTS (OR) APPLICANTS (see Appendix A) MUST HAVE AND MUST SUBMIT THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

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The U.S. Embassy is seeking an individual for the position of Information Specialist (Web Page) in the Public Affairs Section (PAS).

#### **BASIC FUNCTION OF POSITION**

The Information Specialist is responsible for directing the Mission's new media platforms, including the Embassy website, Facebook, Youtube, Twitter, Flickr, and other social media platforms. Incumbent also supervises PAS audio-visual and photographic services. Works with the Public Affairs Officer (PAO) and the Information Officer (IO) to design and recommend outreach and marketing strategies for new media platforms. Serves as community manager and webmaster. Designs and produces videos and photo galleries. Works collaboratively with mission offices to support new media outreach to target audiences. Leads Press Office training efforts including Innovation & Technology, Social Media and Communication.

**Please note:** At the end of this Vacancy announcement you will find a complete list of the major duties and responsibilities of the position as defined in the Position Description.

#### **QUALIFICATIONS REQUIRED**

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ALL APPLICANTS MUST ADDRESS EACH SELECTION CRITERION DETAILED BELOW WITH SPECIFIC AND COMPREHENSIVE INFORMATION SUPPORTING EACH ITEM. IF THIS INFORMATION IS NOT PROVIDED, THE APPLICATION WILL NOT BE CONSIDERED.

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**1. Education:** University degree in information science, information technology, mass communications, journalism, public relations or advertising/marketing is required.

**2. Experience:** Five years of progressively responsible experience in information technology, media, marketing or new media is required. Extensive experience with computer software applications, graphics and Internet and web-based applications is required. Must have experience in communications media, marketing or public relations is required. Two years of supervisory experience is required.

**3. Language:** Level IV (Fluent) Speaking/Reading English ability. Level IV (Fluent) Speaking/Reading Spanish ability is required. This will be tested.

**4. Job Knowledge:** Must have excellent knowledge of Internet-based tools, databases, webpage design, video/photo editing and equipment, and related applications. Must have working knowledge of IMovie, Dream Weaver, Adobe Premier, Adobe Photoshop, Adobe Illustrator, HTML, and After Effects. Good knowledge of Peruvian and U.S. political environment, social and demographic trends, media, and academic institutions is required. Working knowledge of marketing and public relations strategies is required.

**5. Skills and Abilities:** Proficiency in HTML and other webpage development and editing software as well as use of spreadsheets, editing software, databases, graphics, e-mail applications and webcasting is required. Must be highly creative and innovative. Must have excellent interpersonal and writing skills.

## **SELECTION PROCESS**

When equally qualified, U.S. Citizen Eligible Family Members (USEFMs) and U.S. Veterans will be given preference. Therefore, it is essential that the candidate address the required qualifications above in the application.

## **ADDITIONAL SELECTION CRITERIA**

1. Hiring Office will receive qualified applications in the following order:
  - a. applicants with hiring preference (U.S. EFMs and U.S. Veterans),
  - b. internal candidates, and
  - c. external candidates
2. Management will consider nepotism/conflict of interest, budget and residency status in determining successful candidacy.
3. Current employees serving a probationary period are not eligible to apply.
4. Current Ordinarily Resident (OR) employees with an Overall Summary Rating of Needs

Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.

5. Currently employed U.S. Citizen EFMs who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
6. Currently employed NORs hired under s Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.
7. U.S. Eligible Family Members (USEFMs), Eligible Family Members (EFMs), and Members of Household (MOH) are required to have at least one year remaining at post in order to apply for locally recruited positions.

### **TO APPLY**

Interested candidates for this position must submit the following for consideration of the application:

1. [Universal Application for Employment \(UAE\)](#) as a Locally Employed Staff of Family Member (DS-174); or
2. A current resume or curriculum vitae that provides the same information found on the UAE (see Appendix B); or
3. A combination of both; i.e. Sections 1-24 of the UAE along with a listing of the applicant's work experience attached as a separate sheet; plus
4. Current employees of the Mission should also fill out the [Memorandum of Application](#) and attach a current resume.
5. Candidates who claim U.S. Veterans preference must provide a copy of their DD-214 form with their application. Candidates who claim conditional U.S. Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application. Please refer to [Veteran's Services](#) for further guidance.
6. Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirement of the position as listed above.

### **Submit applications to:**

[limarecruitment@state.gov](mailto:limarecruitment@state.gov)

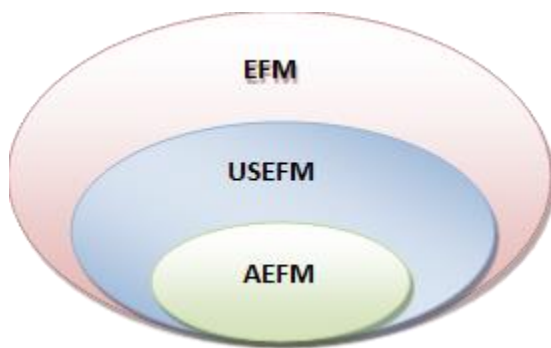
- Please be sure to send all requested information as **one document**, multiple attachments will not be accepted.
- The maximum size of the e-mail should be 5MB. If you exceed this size, the application will be automatically rejected by the system.
- Applicants will be contracted via e-mail only.
- Once you submit your application you will receive an automated response with guidance on how the recruitment process is handled.

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## Appendix A

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### DEFINITIONS



This diagram demonstrates how an Appointment Eligible Family Member (AEFM) is also a US-citizen Eligible Family Member (USEFM) as well as an Eligible Family Member (EFM).

1. **Eligible Family Members:** An individual related to s U.S. Government employee in one of the following ways:

- Spouse or same-sex domestic partner (as defined in [3FAM 1610](#));
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, stepchildren and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21years of age and when dependent upon and normally residing with the guardian;
- Parent (including stepparents and legally adoptive parents) of employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, an under 21 years of age, or regardless of age, incapable of self-support.

2. **US Citizen Eligible Family Member (U.S. EFM):** For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- U.S. citizen; and,
- EFM (see above) at least 18 years old; and,
- Listed on the travel orders of a direct-hire Foreign, Civil or uniformed service member assigned to or stationed abroad with a USG agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
  1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
  2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under [3FAM 3232.2](#)

**3. Appointment Eligible Family Member (AEFM):** EFM (see above) eligible for a Family Member Appointment for purposes of Mission employment:

- Is a U.S. citizen; and
- Spouse or same-sex domestic partner (as defined in [3FAM 1610](#)) or a child of the sponsoring employee who is unmarried and at least 18 years old; and
- Is listed on the travel orders or approved form OF-126, Foreign Service Residence and Dependency Report, of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan (AIT), and who is under chief of mission authority; and
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, office of the American Institute in Taiwan.
- Does not receive a Foreign Service or Civil service annuity.

**4. Member of Household (MOH):** An individual who accompanies a direct-hire Foreign, Civil or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. A MOH is:

- Not an EFM; and
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of this/her household.

A MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside the Department's current legal and statutory definition of family member. A MOH does not have to be a U.S. citizen.

**5. Not Ordinarily Resident (NOR):** An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,

- Has a US Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

**6. Ordinarily Resident (OR):** A Foreign National or U.S. citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without U.S. Social Security Numbers are also OR. All OR employees, including U.S. citizens are compensated in accordance with the Local Compensation Plan (LCP).

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### **Appendix B**

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If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the UAE. Failure to so will result in an incomplete application.

- A. Position Title
- B. Position Grade
- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle & Last Names as well as any other names used
- F. Current Address, Day, Evening, and Cell phone numbers
- G. U.S. Social Security Number and/or Identification Number
- I. Eligibility to work in the country (Yes or No). Please attach copy of DNI or work permit
- J. Special Accommodations the Mission needs to provide (Yes or No; if yes, provide explanation)
- K. If applying for position that includes driving a U.S Government vehicle, Driver's License Class/Type. Please attach copy of document
- L. Days available to work
- M. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- N. U.S. Eligible Family Member and Veterans Hiring Preference
- O. Education
- P. License, Skills, Training, Membership, & Recognition
- Q. Language Skills
- R. Work Experience
- S. References

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**CLOSING DATE: December 1, 2014**

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**The U.S. Mission in Peru provides equal opportunity and fair equitable treatment in**

**employment to all people without regard to race, color, religion, sex, national origin, disability, age, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.**

**The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.**

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### **Major Duties and Responsibilities of the Position**

1) New Media Direction: 55% of time: In consultation with the PAO and IO, provides overall direction of the Mission's new media platforms and electronic media public diplomacy tools. Recommends to IO overall new media strategy and programming. Designs and maintains Embassy website, Facebook, Youtube, Twitter, Flickr, and other social media platforms. Designs and executes outreach strategies for target audiences, including media and youth, that keep audiences interested and linked to Embassy online platforms. Monitors social media news and trends.

2) Video and Photo Gallery Production: 15% of time: Recommends, supervises, films, and edits videos and photo galleries for posting on website and new media platforms. Ensures that video and photographic products support MSRP goals. Ensures mission-wide coordination of video and photographic production. Designs graphics for social media.

3) Supervises Audio-Visual Team: 15% of time: Supervises PAS audio-visual technician, Embassy photographer and LES part-time assistant.

4) Leads training efforts and maintains regular contact with leading technology institutions, social media, press, and civil society interlocutors.